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**ACCOMMODATIONS TAX ADVISORY COMMITTEE**  
**COUNCIL CHAMBERS**  
**November 18, 2009 @ 4:30 p.m.**

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1. **CALL TO ORDER**

Chairman Servant called the meeting to order at 4:30 p.m. and welcomed everyone in attendance. Chairman Servant, Committee members Haseltine, Hein, Harbin and Chandler were in attendance. Vice Chairman Harrison and Mathers were absent. Mr. Harrison was absent due to family illness. A quorum was present. Staff present: Administrator Booth, Clerk Pinnell and Finance Treasurer Hursey. Ms. Faye Creel from the Myrtle Beach Chamber was also present.

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2. **MINUTES APPROVAL**

Ms. Hein moved to approve the September 30, 2009 meeting minutes. Ms. Harbin seconded the motion. **All members voted in favor. MOTION CARRIED.**

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3. **FINANCIAL UPDATE**

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***Financial Report***

Ms. Hursey stated that a check has been received from the last meeting in the amount of approximately \$225,000. This was under the expected amount but this was due to a misfiling and Ms. Hursey stated that she would be meeting with the Department of Revenue the following day to resolve this and it should be resolved by the next quarter. Year to date not much changes from the last meeting. Mr. Chandler asked for the status on the town map. Ms. Pinnell stated that the town is still working on this project and it should be all set by next Spring and a request for some funding will be presented to Atax in the future once costs are received. Ms. Hursey stated that at the next ATAX meeting the committee will review the following years' budget.

Mr. Booth updated the committee on town projects. The pier will need approximately \$70,000 to \$75,000 from the enterprise fund for repairs; there were 5 pilings that had worm damage and need to be replaced. The town will be looking into grants to extend the pier. Mr. Booth reported that there has been an offer to put in a Ferris wheel over by the pier. Mr. Booth reported that there is currently a parking study being done. Some lake enhancement projects are scheduled to be done which will provide some fishing and there will be fountains installed. An enhancement project was done recently on 15<sup>th</sup> Avenue and it has been successful. Mr. Booth stated that OCRM is now requiring crossovers to go across the dunes and this will affect all of the rentals in town. There should be an increase in construction with this new requirement. The town will be doing a crossover on 4<sup>th</sup> South and this will be extended as required. The town is also adding a deck onto the pier.

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4. **FUNDING REQUESTS**

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I. ***Horry County/Surfside Beach Library: Grant Application \$3,000***

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Additional information was requested on this application from the previous meeting. Ms. Hemingway from the Horry County Surfside Beach library stated that she had provided the committee with a list of periodicals the library would like to update the library with. Last year the library periodical budget was

49 \$4,687.76 and this year the budget is \$1,272.32; there was a 73 percent cutback in  
50 periodicals from the library fund. The library is requesting \$3,000 from the  
51 Surfside Beach Atax funds to assist with the difference. Clifton Boyer, Director  
52 of Libraries from Horry County Library was in attendance. Mr. Boyer stated that  
53 one of the items that hit the County library the hardest was that the materials  
54 budget had to be cut from \$705,000 to \$405,000. The periodicals budget was cut  
55 to avoid cutting personnel. Mr. Boyer stated that leisure travel is being cut and  
56 Myrtle Beach area has benefited from people cutting their travel budget; people  
57 have chosen to stay locally and vacation. Mr. Boyer stated that during a recent  
58 study it was shown that beach goers choose to come to the beach to vacation  
59 because it gives them more time to spend with their families. There was some  
60 discussion regarding the expansion of the current library and additional computers  
61 and laptops that would be available to visitors. Wi Fi for the town was discussed  
62 and that the expense was too high right now to add it to the town. Mr. Chandler  
63 made a motion to fund the \$3,000 for periodicals for the Horry County Surfside  
64 Beach library. Ms. Hein seconded the motion. Ms. Hein asked if similar cuts  
65 were anticipated for the coming year. Mr. Boyer stated that they recently met and  
66 it is anticipated that it the cuts should be similar for the following year. Mr.  
67 Boyer stated that a lot of the materials budget comes from State aid which will  
68 also be cut. Ms. Harbin asked of Ms. Hemingway knew what periodicals got read  
69 most often. Ms. Hemingway stated that this is hard to calculate but she noticed  
70 people asking for some more than others. **All present with the exception of**  
71 **Mr. Haseltine voted for. Mr. Haseltine voted against. MOTION CARRIED.**  
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## 73 **II. *Guy Daniels/Surfrider Foundation: Grant Application***

74 The \$1,500 grant application request was changed to \$1,200. Members of the  
75 Surfrider Foundation and Scholars academy biology club, Zach Waldowski and  
76 Ryan Tully gave the presentation. Mr. Waldowski stated that it is a combined  
77 effort with his groups and the Guy Daniels Foundation and they hoped to include  
78 Surfside Beach as well. The project is to make up and distribute magnets that  
79 promote clean and healthy beaches. Many tourists do not realize the problems  
80 that beaches face such as dune damage etc. Stormwater is an issue for the town  
81 and one of the main concerns is to keep the beaches clean and to get cigarette  
82 butts off the beach. This promotion would be directed in Surfside and would be  
83 distributed to realty agencies and rentals in town. It has been calculated that there  
84 are 1,200 units where the magnets will be distributed. Magnets would also be  
85 distributed to the Town of Surfside Beach and for Surfrider. The cost of the  
86 magnets for 8,000 magnets would be .40 with a total cost of \$3,200. The magnets  
87 should last approximately 2 years. There will additional promotions through the  
88 Surfrider Foundation with a 2010 campaign; it will be advertised on billboards  
89 and radio, TV and print psa's. Ms. Harbin asked how they got such a low price  
90 for magnets and Ms. Hein answered that they shopped around for the best price.  
91 They chose the colors to match the Surfside Beach and Guy Daniels colors.  
92 Surfrider will pick up the advertising cost and the cost for the magnets would be  
93 split three ways. Mr. Chandler and Ms. Hein recused themselves. There was a  
94 quorum of members present. Ms. Harbin motioned to fund the magnets. Mr.

95                    Servant seconded the motion. Mr. Haseltine voted against adding that he feels it  
96                    is a great idea but perhaps the foundations could partner with the real estate  
97                    agencies in town for this project instead of the town. Mr. Haseltine added that he  
98                    feels there are better ways to allocate the towns Atax money. There was additional  
99                    discussion regarding that the towns needs to get the message out to people who  
100                    abuse the beach. There is no guarantee this will work but it was agreed that it is  
101                    worth the try. Mr. Servant agreed to fund it since there were private funds and  
102                    time going in this project as well. **MOTION CARRIED.**

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104                    Mr. Booth reported that the towns' recent events have proven to be very  
105                    successful and the town plans on continuing with new events. Mr. Servant stated  
106                    that he feels that overall the atmosphere in the town has improved tremendously;  
107                    it is finally becoming the little beach resort we always wanted to be in a positive  
108                    manner. Mr. Servant stated that it is amazing the differences he has seen in the  
109                    last 24 months. Mr. Chandler stated that he feels that the events in town are events  
110                    that people want to go to. Mr. Booth stated that the town now has a Memorial  
111                    Day Car Show which will continue.

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113                    There was some discussion regarding the dog park going in and the temporary  
114                    skateboard park. Mr. Booth stated that the skateboard park is very well used.  
115                    There was some discussion regarding the next Atax meeting; it was determined  
116                    that it would be held end of January 2010.

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118                    **5. PUBLIC COMMENTS**  
119                    There were no Public Comments.

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121                    **6. COMMITTEE COMMENTS**  
122                    There were no committee comments.

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124                    **7. ADJOURNMENT**  
125                    Meeting was adjourned at 5:17 P.M.

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130                    Sharon Pinnell, Town Clerk

131                    Approved: \_\_\_\_\_

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133                    Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. In accordance with FOIA, meeting  
134                    notice and the agenda were faxed and/or emailed to local media and interested parties. A complete list is on file in the clerk's  
135                    office. The agenda was posted on bulletin boards outside council chambers and in the town hall reception area. Meeting notice  
136                    was also posted on the town marquee.

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